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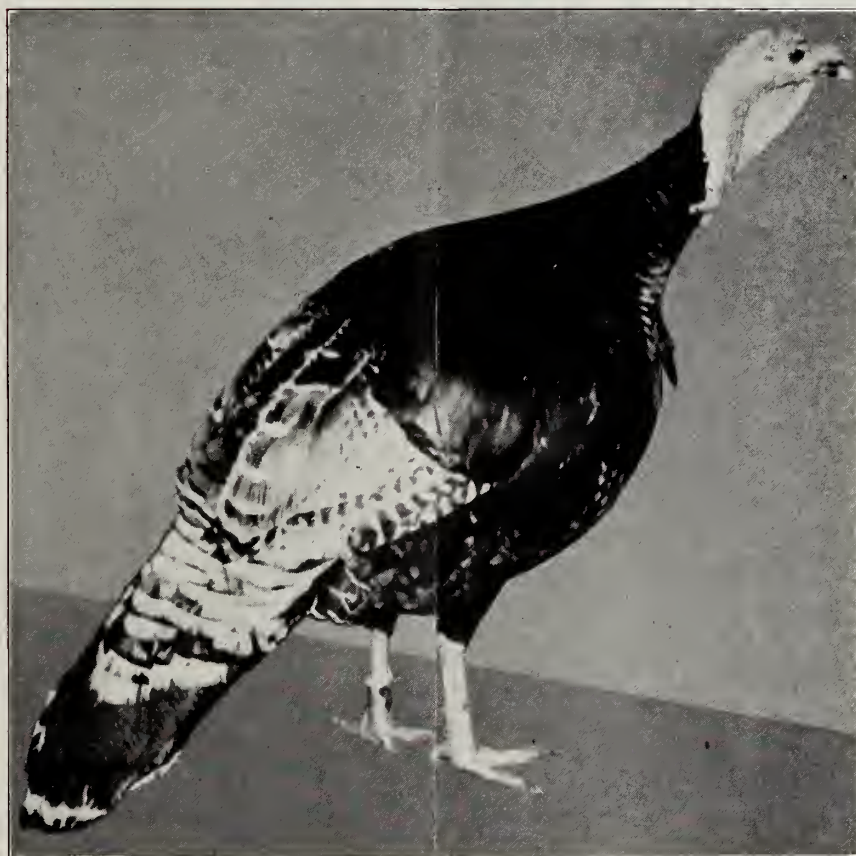
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American TURKEY JOURNAL



The long, hard, hazardous pull of another season has started and the goal is a flock of such fine beauties as pictured above, ready for a good market in the fall. The rules call for the best of care and management; if you follow the rules you will be successful.

VOL. X

MAY

PER YEAR

NO. 2
INV. 60

1941

50c

Guard them Against *Dreaded* **MYCOSIS** from the very **START**



• Mycosis takes a heavy toll of young turkeys. You recognize it by crusts in the mouth, inflammation of the crop and ulcers in the gizzard. Handle it by good sanitation and medication.

Fortify Your Turkey Feed with Dr. Salsbury's Avi-Tab

• When you mix Dr. Salsbury's Avi-Tab with your turkey feed, you can be assured that you are saving yourself worry and money. This precautionary flock treatment costs you only two-tenths of a cent per week, per bird, when fed according to directions.

Right now is the time to start your flock on this time-tested treatment. Be sure—don't take chances.

You'll Get Dividends in Extra Weight

• Turkeys which are fed Dr. Salsbury's Avi-Tab show faster weight gains because Avi-Tab acts as a tonic, appetizer, and general conditioner. It stimulates the bird's body functions, and promotes food assimilation.

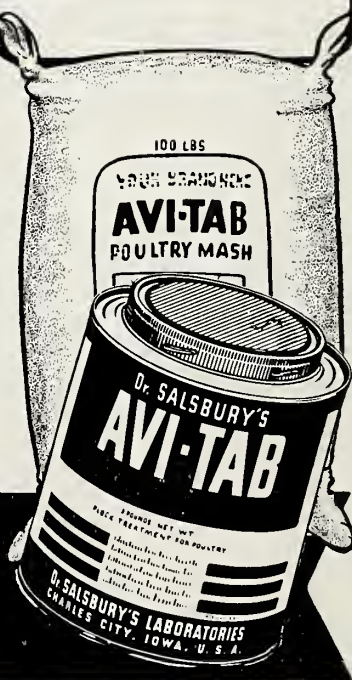
Avi-Tab is easy to use, too. It mixes readily with wet or dry mash. Get Avi-Tab, or feed fortified with Avi-Tab, from your local Dr. Salsbury dealer.

DR. SALSBUARY'S LABORATORIES
CHARLES CITY, IOWA

Send for Dr. Salsbury's FREE TURKEY BOOK

• Dr. Salsbury's Turkey Talks on Health and Disease will answer your questions about turkey problems. Diseases are clearly explained—in simple and easily-understood language—and the book contains more than 100 illustrations.

Write for your copy — it's **FREE.**



Dr. Salsbury's
AVI-TAB
IDEAL FLOCK CONDITIONER

May and June Brooding

Don't Overheat the Poults; Encourage Early Roosting

May and early June will bring some hot days but invariably also brings weather reverses with wet, cold rains and hard winds which can do untold damage to poults if not guarded against. While poults should never be pampered with too much heat or kept confined in it, there is also danger in turning out the brooder fires too soon with the first warm spell. For late brooding oil burning brooders that operate with automatic control serve best. It is hard to check coal fires sufficiently on warm days and it is troublesome to have them go out with stove partially filled with coal. Poults thrive best when required to spend part of the time away from the brooder, where it is cool, but they should always be able to get back to where the temperature is comfortable.

Encourage Early Roosting

The earlier the poults can be induced to roost the better it is for them. This can best be accomplished in well insulated houses where temperature changes are not too great during the day and night. Many successful growers have their poults roosting at two weeks of age. This can be accomplished by having roosts of graduated heights with lowest roost only a few inches off the floor. Always arrange the roosts so ascent will be toward the light instead of toward a dark wall. Keep the heat on nights until the poults have become fully accustomed to roosting. If young poults become uncomfortable on the roosts they will return to the floor and will crowd if heat is lacking. Reduce the brooder house temperature gradually down to about 70 degrees and never place out on range until brooder heat has been discontinued for some time.

Putting Out on Range

We do not refer to going on free or large space range but rather to the transfer from the regular brooding room to enclosed range shelters with small yard enclosures on alfalfa or other green pasture. It is best to make the transfer in the forenoon on a warm day and the more time one can spend with the poults the first day out the better. It is very important to be on hand at roosting time and a lighted lantern will do much to keep the poults contented.

There should be no change in feeds at this time with the exception of the extra greens they get. Don't overlook the grit supply of the right size, limestone preferred. Increase the number or size of feeders and make ample provision for water. Poults grow so rapidly these things are apt to be overlooked. Plenty of space at feeders and waterers help to avoid feather picking. Whole oats added to the mash at this time also helps to keep the feathers smooth. Roosting

space also has to be watched and roosts spaced wider apart.

Before putting the poults out on open roosts it pays to provide night burning torches to keep varmints away and avoid night fights. Nearly everyone knows about the importance of these things, yet often delay too long or until trouble comes. This is surely a matter in which "a stitch in time saves nine" and often more.

27 Million, Says U. S. Census

Poultry production, largely a by-product on more than five million farms, is one of America's great billion-dollar industries, according to the results of the 1940 Census.

An announcement by Vergil D. Reed, Acting Director of the Census, of the results of the 1940 survey shows that of the 6,096,799 farms, 5,150,055 farms had 337,949,145 chickens on hand on April 1, 1940, compared with 378,878,281 ten years earlier. Chicken production the year previous totaled 660,565,663, a reduction from the 673,092,052 raised ten years before, despite a population increase of nearly nine million.

Eggs produced in 1939 totaled 2,391,091,510 dozens compared with 2,689,719,158 in 1929. The 1939 egg production was at the rate of over 18 dozen per capita of population. At 25 cents per dozen, the value of the annual egg crop alone would be nearly 600 million dollars, in addition to the cash value of the more than 660 million chickens raised.

Turkey production showed a substantial increase in the ten-year period. While only 389,352 farms raised turkeys in 1939 compared with 637,843 ten years earlier, the number of turkeys grown increased in the same period from 16,794,485 to 27,933,756. More than 12 million ducks were raised in 1939; 1,152,299 geese, and 948,755 guineas.

The great increase in turkey production occurred in the Northern and Pacific Coast states, where the number of birds produced was two and one-half times that of 1929. New England gained roughly 50 percent in chicken production; the South Atlantic states increased over 40 percent, and the Middle Atlantic States, New York, New Jersey, and Pennsylvania, gained about 10 percent. Declines in other sections were sufficient to reduce the national total below that of ten years ago.

Iowa raised the greatest number of chickens—43,405,028—and had the greatest number on farms on April 1, 1940—26,558,884. Texas was second in production with 36,103,068. Other leading poultry states ranked as follows: Illinois, 31,643,609; Missouri, 31,226,513; Ohio, 29,439,980; Minnesota, 28,301,790; Pennsylvania, 28,018,758; Indiana, 26,946,663, and California, 24,750,462.

Minnesota Growers Affiliate

The first annual meeting of the Minnesota Turkey Growers Association was held at University Farm, St. Paul, during Farm & Home Week, Jan. 23rd. This organization is an affiliate of the National Turkey Federation and has been active in support of the national program now being carried on. This organization came into existence one year ago during this same week and in both instances it was unfortunate that it should have come on the same dates as the All-American Turkey Show, which most of Minnesota's leading turkey breeders attend.

However, with the recent change of the All-American dates for next year, the conflict will not again occur unless the Farm & Home Week dates should also be changed. Jan. 23 was designated as "Turkey Day" at the Farm meeting this year and there was a large and interested number of turkey growers present. The completed constitution and by-laws, as reported by a committee, was adopted and the activities of the year, as conducted by the officers, approved.

The following officers were elected: R. W. Bowden, president, Deer River; S. J. Ranelius, vice-president, Hastings; R. E. Baumgartner, secretary-treasurer, Litchfield. The following were elected to the Board of Directors: Harold F. Albers, Dundas; Ted Borchardt, Welcome; Ed. Simons, Altura; Vincent Swenson, St. James; A. W. Hofman, Aitkin; L. L. Getten, Minneapolis; and Dr. W. A. Billings, St. Paul.

While most of those named are comparatively new in turkey raising we are assured that they are all live wires and will be active in the organization which will give Minnesota still higher rating among the turkey growing states. Mr. Baumgartner, the secretary-treasurer, is one of the state's leading turkey growers and has been at it for many years. He is an excellent choice for the office.

Wright's Hatchery Has Opening

If asked to name a half dozen of the leading turkey producing sections of the entire country any well informed turkey grower would include Aitkin County, Minn., and a mention of Aitkin is equivalent to mentioning Wright's Turkey Farm. A pioneer in the modern methods of turkey raising; one of the first to employ the trapnest and do constructive pedigree breeding, the Wrights are always to be found with the vanguard in promoting any program which has to do with boosting the turkey industry in a legitimate and businesslike way.

Along with their extensive breeding and rearing program they also operate an exclusive turkey hatchery in Aitkin and they have recently installed another new 20,000 turkey egg modern electric incubator which brings their capacity up to 50,000 turkey eggs. To call the attention of the local community to this addition of capacity, and also to other improvements made, they held Open House on Saturday, March 29th, and

made the announcement attractive by advertising and serving, free of charge, smoked turkey sandwiches, turkey roll and samples of turkey steak fry, along with plenty of hot coffee. Inspection of the hatchery, particularly the newly installed automatic electric incubator, was, of course, part of the program.

This brought to the hatchery nearly 300 interested persons, some of whom came many miles for the occasion. After enjoying the smoked turkey sandwiches and coffee, served at noon, much time was spent and much interest shown in the demonstrations Mrs. Wright put on to illustrate different and delectable preparations for serving turkey; a most commendable and effective method of encouraging greater consumption of turkey meat. The smoked turkey served was processed by Wright's special method, which is similar to those methods made public through the U. S. Department of Agriculture, but with a special "Wright" (right) flavor. Everyone praised it. The turkey steak, it was explained, was of the meaty, broad breast of a large Wright tom, the slices being carved toward the bone, crosswise of the grain of the flesh. Mrs. Wright explained she discovered the method through the necessity of providing meat for unexpected company when there was not time enough to roast the large turkey that had been previously dressed.

The turkey roll, Mrs. Wright explained, is made up of the boned balance of the carcass left after the steak had been detached. The hot meat, intermixed the light and the dark, is made into a roll, tied and left to cool to be served later either as sliced cold or in sandwiches. This preparation can be of either smoked or regular turkey meat. Then there was the turkey salad and turkey canned in different ways, which always comes in handy when company drops in unannounced or to serve to the family on busy days. Attendants who drew lucky numbers received prizes of Mrs. Wright's canned turkey. Nearly 100 pounds of turkey was served during the day. All who attended express their pleasure and profit in being present and many will make use of the methods demonstrated.

The enlarged hatchery will, as in the past, be in charge of Carl Wright, son of Mr. and Mrs. Claude Wright and will be ably assisted by Mr. Joe Kellogg, who is another thoroughgoing turkey breeder. Much custom hatching will be done besides taking care of the eggs produced by more than 1,000 breeders in the Wright flocks, which includes 350 special selected, pedigreed breeders, the eggs from which will be hatched in pedigree trays, the poults being wing banded as they are taken from the incubator. This, together with keeping of records, makes lots of extra work which has proved its worth in the breeding flock, but which is not yet fully appreciated by the average turkey raiser when purchasing new blood for his flock. We congratulate Wright's on the progress they are making.

The American Turkey Journal



GEORGE W. HACKETT, Editor, Wayzata, Minnesota.

Telephone or Telegraph Address, 201-R Excelsior, Minneapolis, Minn.



Published monthly by the Page Printing Co. (Established 1912) at 105 South Third Street, Grand Forks, North Dakota. The home of the All-American Turkey Show, First and Foremost of All Exclusive Turkey Expositions, and center of America's greatest turkey-raising territory.

ADVERTISING RATES furnished upon request.

Entered as second-class matter May 4, 1932, at the post office at Grand Forks, North Dakota, under the Act of March 3, 1879.

SUBSCRIPTION RATES: In the United States and Possessions, 50c per year; Canadian, 75c per year; Foreign, \$1.00 per year. Single copies 10c. Back numbers 20c.

ADVERTISING TURKEYS

Of course every publication is interested in the advertising it carries—it has to be—but aside from that we have often wondered why it is that so many of our really prominent turkey breeders, as well as many smaller breeders of excellent birds, leave the bulk of turkey advertising up to so few of the large producers. It is perfectly obvious that the turkey industry will stand only a certain amount of advertising in the aggregate and likewise true that large space advertising could not be justified for the average breeder, but it does seem that the spread should be wider in proportion to size of flocks, thus making possible wider spread of sales and profits.

We know that many who are so situated that they should advertise more hesitate to do so, believing that a smaller display advertisement is at too great a disadvantage when set up beside a full or half page spread. It is doubtless true that the larger spread has greater advantage in proportion to size but not to the extent that it should discourage the smaller advertiser entirely. What counts most is constant advertising regardless of amount of space used. It will be noted that those using the larger space are also regular advertisers who seldom miss a single issue.

Most of the larger advertisers do not think of using less than 10 to 15 percent of sales income for advertising because it has been found it pays to do so. Where the smaller advertiser usually fails is in the irregularity of his advertising. Too many fail to recognize the value of keeping their names before the readers of a publication constantly. To the buying public that means stability backed by quality. In this day no one expects to succeed in any form of general business without doing considerable advertising in one form or other.

One is often astonished in looking through the pages of national magazines of great circulation, in which a full page advertisement costs several thousand dollars, to see such space spreads devoted to a single article retailing as low as 25 cents. It is difficult to comprehend that such expense in advertising really pays, but it does or it would not be continued month after month as it is.

It is doubtless true that not every venture in advertising pays right from the start; that is, that returns are immediate, and it may take a little time until the accumulated force of an advertisement brings expected results, but results are sure to come. Every advertiser, and many who do not advertise, also get much free publicity through the public press, especially through the specialty magazine which deals only with the product of the producer. A further advantage in such cases is that such publications go almost entirely to those who are especially interested in the product. It is natural and entirely justifiable that those who do most advertising get most publicity, which in reality is free advertising. Some who do little or no advertising are shrewd in making publicity answer their purpose.

One of the most unfair practices in advertising is that of exaggeration, which often does not stop short of actual misstatements. While such copy may serve to advantage for a short time it seldom pays in the end. But writing copy for advertisements is an art or a science and usually the users of large space employ such talent in preparing their copy. This may be of greater advantage to the larger advertiser over the small space user than the difference in size of space is. But usually the small advertiser has the same sort of talent available through the publication he patronizes, if he will ask for it, making known his ideas and wishes at the same time.

Oregon Turkey Outlook Good

The Oakland (Oregon) Tribune has the following to say about the 1941 turkey outlook in that great turkey-producing area:

"The turkey outlook for 1941 is somewhat more favorable than a year ago, according to a report on the agricultural situation and outlook just issued by the agricultural extension service at Oregon State College. The report also includes outlook information on fruits, potatoes, milk, meat, eggs, and wool, and on horses and mules.

"Improvement in the turkey outlook is attributed in part to a high level of consumer purchasing power expected to continue through the 1941-42 marketing season for turkeys. The available data also indicates a slight reduction in the turkey crop this year and a smaller carry-over of storage holdings, but a probable increase in chicken meat.

"Farm producers are confronted with an upward trend in farm wage rates and some indications of an increase in other farm costs and living expenses.

"The report also contains recent data on the volume of the nation's food supply, including such items as 40 billion eggs and 20 billion pounds of fresh fruit, and numerous other articles of diet in stupendous quantities."

THE RISKS WE RUN

Taking the last ten years as an average, the turkey growers have probably made more money, considering capital, equipment, training, and the other factors involved, than any other class of producers. That this is true is proven by the tremendous increase in the pounds of turkeys produced. We all follow the trail blazed by the word, profit.

Even in the lean years, the better managers among the producers made money, not big money perhaps, but at least a comfortable living. But simply because experienced, well equipped growers made money and now have the finest prospects in history for making a splendid profit, is no reason for the uninitiated, inexperienced would-be grower to expect a golden harvest. Before embarking in the turkey business, consider for a moment the risks we run.

Mayhap we start by buying eggs. We want a certain type of turkey. We send away for those eggs and have to trust entirely to the breeder to get what we are supposed to have. The eggs may be fertile—which is the only guarantee any egg producer can give—

but the germs may be weak. Or the flock may have pullorum; in which case we lose a vast number of poults. Or the incubation may be faulty and our poults have omphalitis or some other hatchery disease. Perhaps we ship the poults a thousand miles or more; they may be chilled, or overheated.

We get them home and there is the brooding risk, stoves going out, ventilation faulty, feed not all it should be. A slip in sanitation may bring about half a dozen brooder house ailments.

Perhaps we have overcome all this and get them out on range. A bad storm the first night or two may cause a pile-up and consequent loss. Or we may get blackhead, hexamita, micosis, aspergillosis, paratyphoid, cholera and what have you.

Mud puddles, poor or inadequate drinking facilities, contaminated ranges, leaky feed hoppers, the list of things that can happen is endless. We haven't even mentioned hawks, owls, vermin, coyotes and neighborhood dogs. Poultry thieves reap a not inconsiderable harvest each year.

Once they are ready for market, we can either make or break our season's success by the way we sell. If we sell live on the ranch, we invariably take less for our birds than if we handle them through a cooperative. Selling live is the easy way out, you are through with all responsibility at once, but you pay for it. If you market through a co-op, you have the responsibility of helping run your own business, but at that it takes time and attention. If you dress at home you are probably handling a highly perishable commodity with extremely inadequate facilities. If you sell outright to some huckster, you may have the experience of watching a rubber check bounce.

These are just a few of the hazards confronting the turkey industry. When you hear that your neighbor marketed 2,000 birds at a net profit of \$1.00 per bird, don't think for a moment he didn't earn the money. From start to finish, turkey raising is a gamble. Perhaps that is why we like it. But, for that matter, so is any other business a gamble. If you are a merchant, your goods must please, your service must be satisfactory. You have to cater to the other people. In turkey production you cater only to the birds; and they are easier to get along with, more responsive to kindness and, perhaps, more reliable than most people.

—Norbest Turkey News.

SWANBERG Breeding Stock BRONZE Poults Eggs

At prices you can afford to pay for such wonderful, wide-breasted stock of Standard breeding. Have our own turkey incubator.

MR. & MRS. JOHN F. SWANBERG
Ottertail, Minn.

SOUTH DAKOTA'S OLDEST BRONZE FLOCK

1939 ALL-AMERICAN Dressed Division: 1st Old Hen, 2nd Heavy Young Tom, 2-6 Young Hen, Best Display S. Dak. 1939-40. LIVE: 1st Old Pen 1940. WORLD'S POULTRY CONGRESS, 2nd Adult Tom, 2-3 Yearling Hen, 5th Adult Hen, 5th Dressed Old Hen. Foundation stock of broad shoulder, meaty breast, shorter shank.

A.P.A. BANDED BIRDS REASONABLE.
GRACE BAXTER Hazel, E. Dak.

Which TURKEY GROWING FEED will YOU buy?



☐ The **CHEAPEST** in Price



☒ The Feed that gives you
**LOWER COST PER
POUND OF GAIN**

Either of the above feeds will save you money. But the first one, the "cheapest in price," saves you only a few cents a bag on the initial cost . . . that's as far as the saving goes!

The other feed—the kind that gives you "lower cost per pound

of gain" — saves you money throughout the entire growing season. *It takes less of it to do a better job.*

See for yourself... feed Purina this year. Purina turkey growing chows are built to give fast gains at low cost per pound. See your Purina dealer, today!

PURINA MILLS
St. Louis, Mo.

Remember—
**IT'S COST PER
POUND OF GAIN
THAT COUNTS!**



THE STANDARD BREEDER

Brooding is in full progress and there is only one other time in the year which is of such consuming interest to the standard breeder, and that is when in October and November, the results of his season's accomplishments can be definitely appraised. Of great interest at this time is the study of results from different matings and, in many cases, of individuals. If the trap nest is employed, the interest is greatly enhanced. In any event the real breeder gets a world of satisfaction through his observations which the casual turkey grower never does get.

Nor is this study confined to the earlier days of brooding but rather goes all the way through to full development. As the mature feathers become well developed and color settles down to its natural form; when the body type and full breasts round out, then it is that fruition of dreams come true and the breeder begins to more fully realize that there is more than the dollars which will come at market time, from his turkey breeding program.

In the past it has been quite common to designate the breeder of better poultry, including turkeys, as "fanciers," a term which is wholly legitimate, and applies as well to breeders of horses, cattle and other livestock, but from misuse and from unfavorable implication the use of the term is no longer recommended and was disapproved by vote of the A.P.A. at its last annual meeting. One of the definitions given in the dictionary is: "one having great interest in anything, as birds."

It is this "great interest" in his turkeys, and his breeding plan for their betterment, that has brought the turkey up to its present high state of perfection, in both beauty and usefulness. The same thing can be said as applied to other lines of livestock breeding.

When and if standards are wrong it should be up to the breeder to make improvements and there will be no question as to his rights in the matter. It is probable that receipts from the turkey crop this year will closely approach, if not exceed, a hundred million dollars. Most of this, of course, will be for market turkeys, which again emphasizes the importance of the best possible market type.

It means, too, that competition for profits will be keen and that only those who can keep down the costs of production will make the maximum of profit. This phase of produc-

tion is just as important with the standard breeder as with the commercial grower, and in fact, has a much greater effect on future improvement and profit. Fortunately, the standard breeder is fully aware of his responsibilities and is making very definite headway.

TURKEY SHORT CUTS

Now approaching a hundred million dollar business annually the industry has more than doubled in the last two decades. Like every other industry of equal importance it will eventually adjust itself to supply and demand and to the wish and will of all concerned. It is still having "growing pains."

Turkey raisers could do much more, locally, in promoting the industry. Note, for instance, the demonstration put on by the Wright Turkey Farm at Aitkin at their hatchery opening. Local newspapers gave it much publicity with results far reaching in boosting the industry and with profit to promoters.

Arriving just in time for the "Grand Opening" of Wright's Hatchery, a ten-pound boy was born to Mr. and Mrs. Carl Wright on March 28th. That bespeaks another success in turkey raising.

First Government estimates on turkey production for the season predict a shrinkage of about 3 percent, or rather that the number of poults to be hatched commercially will be about that much less than last year. It is too early to make a very dependable prediction what the total crop will be. Tonnage is what counts.

Eastern turkey growers are worrying a bit because the price differential between their locally produced birds and those from outside are continually narrowing. They have to have considerably more for their birds because of higher feed costs and methods under which they have to raise their birds.

Turkey breed club secretaries are doing splendidly in supplying interesting notes monthly, but could do much more for their breeds with better cooperation from club members. Even the information that could be put on a post card from a few members each month would greatly relieve the secretary and improve her column.

MALMBERG'S BRONZE

A. P. A. Inspected and Banded. Have exhibited and made good wins at 18 consecutive All-American Shows.

A FEW HIGH QUALITY
TOMS FOR SALE. WRITE
FOR PRICES IMMEDIATELY.

ALFRED MALMBERG

Route 1

Crookston, Minn.

VALLEY VIEW BRONZE

For commercial purposes or for the production of future breeding stock, our Bronze are unexcelled. Broad-breasted, standard type of outstanding size and color. Five out of six firsts and Champion Bronze at 1940 Texas State Fair. Plenty of breeding stock and early eggs at reasonable prices. Correspondence invited.

MR. AND MRS. GEORGE C. FOWLER

Hoberg, Missouri

National Turkey Federation Notes from the Secretary's Office


ONE OF THE primary objectives for the formation of the Federation was to increase consumption of turkeys. This still remains as the primary objective. However, another greater organization has come into being since the time that the Federation was formed. This is the Poultry and Egg National Board. The entire purpose of this organization is to increase the consumption of all kinds of poultry and eggs—including turkeys.

The National Turkey Federation is a member of this greater organization of poultry associations and these two organizations have been working very closely together in the promotion of greater turkey consumption and will continue to work in this manner in the future.

Since the above is true, the progress that has been made by the Poultry and Egg National Board is of interest to turkey people.

As with all work of this kind, the major problem has been to work out a financing plan to raise money to carry on the work of the board. The plan that is being put into operation is a check off or tax plan whereby, as nearly as possible, everyone deriving an income from the poultry industry will pay a small amount toward the support of the board. For example, the manufacturers of poultry shipping boxes and barrels have agreed to accept a small check off or tax which will be added to the invoice of boxes and barrels when filling orders. Others who may operate under a similar plan are: manufacturers of egg case fillers and flats; manufacturers of cans for packing and shipping

frozen eggs; manufacturers of egg cartons; egg auctions; and many other similar industry groups. Handled in this manner, it will be possible to raise a great fund for promoting the consumption of eggs, chickens, turkeys and other poultry, yet the amount paid by each individual in the industry will be so very small that it will be almost unnoticed.



Steel Frames for Sun Porches

Everything you need, including frames, special wire fabrics for floors and sides, and outside feeding troughs. Buy direct and save. Free 100 page catalog.

BUSSEY PEN PRODUCTS CO.
5140 W. 65th ST., CHICAGO, U. S. A.

Sadie's Bourbon Beauties

Won in strongest competition the inter-breed placings of Reserve Champion, Best Type Female, Best Yearling Hen and Best Young Tom at the American-Royal. May eggs: Super Utility, \$20.00 per 100, or 25c each in small lots. Choice trapnested eggs \$30.00 per 100, or 40c each in small lots. 80% fertility guaranteed.

SADIE B. CALDWELL
Broughton, Kansas

Shelton's Champions

CHAMPION MATING NO. 1

Headed by Grand Champion Great Western Livestock and Poultry Show, Los Angeles, 1940.

CHAMPION NO. 2

Headed by Grand Champion, Los Angeles County Fair, 1940. Both Yearling toms.

SPECIAL MATINGS NO. 1 and NO. 2

Headed by first prize young toms. We are now offering eggs from these four top **Standard Bronze Matings** at half

price, \$25.00 per dozen. Other good quality exhibition matings \$1.00 per egg.

EGGS

from exhibition matings of White Holland, Bourbon Red, Black and **Cornish Type "Broad Breasted"** headed by champions or first prize winners at \$10.00 per dozen. Other good pen matings at 50c per egg.

Flock mating eggs, any variety mentioned above, 25c each. In case lots, 200 eggs or more, 20c.

Won on 171 out of 174 entered at California's four leading shows 1940, winning 1st, 2nd and 3rd in 43 classes. Won First young "BROAD BREAST" Pen at Hemet Utility Show in strong competition.

WORLD'S FAIR MASTER BREEDER. Won Best Display 29 times the past 20 years. Mrs. Turner of Kansas raised 6 winners, including a Grand Champion, from 6 of our Special eggs.

Can furnish winners for any show. A. P. A. Turkey Judge.

SHELTON'S TURKEY RANCH

Box 555-A

POMONA, CALIFORNIA

**NORTHERN PRIDE
BROAD-BREADED TURKEYS**
Scientifically trapnested and bred for the important utility factors of
**Egg Production - Hatchability - Livability
Rapid Growth - Early Maturity
Desirable Market Body Conformation
Breeding Stock - Hatching Eggs - Poults**
NORTHERN PRIDE TURKEY FARM
Farm located 6½ miles north of Larimore, N. Dak. Address all correspondence to Box 244, Park River, N. Dak.

WOLFE FARM BRONZE TURKEYS

Winners at American-Royal,
Denver and Lamar shows.

Toms \$6.50 to \$10.00

1000 Eggs per. Week, 25c to \$1. each.

MRS. W. F. WOLFE, LaCygne, Kan.

HALL'S BLACK BEAUTIES WIN

Won Best Male and Best Female Black of Entire Show, 1st Old Tom, 1-4 Yearling Hen, 2nd Young Hen, 1939 World's Poultry Congress, Cleveland.

Master Breeder's Award, Champion Young Hen of Show, Champion Black, Best Display blacks, at 1938 All-American.

MRS. W. T. HALL

Route 1 DENTON, TEXAS

SILVER NARRAGANSETTS EBONY BLACKS

Best Display Black and Champion Black, All-American and Northern States Show 1939-40. Champion Narragansett Female, World's Poultry Congress, 1939.

Send for Catalog and Prices.

OAKDALE FARM
Kensington, Minnesota

WALKER BRONZE

There are reasons why satisfied old customers order Walker's Bronze stock, eggs and poults year after year! A trial order will convince you! Booking 1941 egg and poult orders. Special prices to hatcheries taking large weekly shipments. Fine young toms Sept. Oct. del. \$5.00 up.

HAPPY HILL FARMS

Martha B. Walker Williamstown, Mo.

WESTWOOD BOURBONS

A. P. A. Inspected breeding Stock

Our yearling tom was Grand Champion turkey at Northern States Turkey Show. Write for prices on breeding stock and eggs. No poults.

OTTO W. THIEKE

Route 1 Beardsley, Minn.

AMERICAN-ROYAL TURKEY CLUB NOTES

C. E. BIDDLEMAN - - - - - President
Kinsley, Kansas
MRS. W. F. WOLFE - - - - - Vice President
LaCygne, Kansas
SADIE B. CALDWELL - - - - - Sec'y-Treasurer
Broughton, Kansas
ODELL DYER - - - - - Trophy Chairman

Dear Friends: Sorry not to have written last month — but, what with getting three new brooder houses built in readiness for more than 800 early poults, well, I just didn't make the grade. As it was, had to put part of the turkeys in the parlor for a few days while the last brooder house was being built.

And besides, I'd feel a lot worse about it — only it happens most of you have apparently been just as busy—I haven't heard from many of you, either.



Sadie B. Caldwell

But it seems to be Spring here at last — everything growing lovely in this section of Kansas —poults enjoying the sunshine—they'd enjoy their roosts of night, now, too—only those haven't been built in yet. Well, maybe that will help accent their broad-breasts.

Did you know the Freemans had moved? They're not far from me now—just fifty miles up the line at Concordia now, where Mr. Freeman is with the Concordia Creamery—only it seems he's principally in the hatchery connected with the concern. They still have their flock of Broad-Breasted Bronze on a near-by farm.

They tell me the wheat west and north of Concordia was nearly all killed out with last year's Armistice day storm—so there are acres and acres now coming with oats and barley up that way. Sounds like a lot of good turkey feed to me. Wheat is looking fine right here, and Clair Bidleman writes something the same from Kinsley. However, I'm glad to say we missed the snow storm they had out that way last week. I feel like I've gathered eggs through the snow just long enough for this year.

SADIE B. CALDWELL.

P. S.—If one by the name of Arthur J. Goudy reads this column, I should like to say my answer to you was returned with insufficient address, and now I cannot find your card. Please pardon my oversight, and I shall be more than pleased to hear from you again, if you will send your address once more.

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ALL-AMERICAN BRONZE TURKEY CLUB

Axel Hanson, President - - - Minneapolis
Mrs. W. J. Janda, Sec'y - St. Hilaire, Minn.

I want to make a correction in the cooking test percentages of the two turkeys, as printed in the Turkey World and the American Turkey Journal. The percentages on "entrails, head and feet" of No. 1 Standard Bronze are 2 lbs. or 11.8%. On No. 2 B. B. 32 oz. or 11.9%. The percentages of "Excess fat before cooking" should be No. 1 S. B. 12 oz. or 4.4%. On No. 2 B. B. 16 oz. or 5.9%. The mistake was made in typing the copy.



Mrs. W. J. Janda

Harry E. Marks, Kimball, Minn., sent in his membership and wrote as follows: "I am enclosing \$1 for membership in the A. A. B. T. Club. We are still in the turkey game, more so than ever. This is our 14th year with the Bronze. We have been breeding genuine Broad-Breasted Bronze the past few years and have a wonderful flock of breeders. Have had good demand for eggs." (Mr. Marks used to be one of our best customers for breeding toms. I am glad to hear that he is still raising the Bronze.)

Howard Tanner, Gettysburg, S. D., again sent in the following eight memberships. So far he has sent in 12 memberships besides his own. If all our present members did the same, we would have the largest specialty club in existence. Let's try. Mr. Tanner also writes that he has been swamped with orders for eggs and has only been able to fill one half the orders, in spite of having increased his breeding flock. The demand for breeding stock also was heavy and he sold every bird that he could spare from his own pens. He intends to raise more birds this year so has built another brooder house and range shelter. His first hatch was due to hatch April 15th. (Here's wishing you lots of success with your Bronze and thanks for the memberships. South Dakota now ranks second in membership of our club.)

Mr. and Mrs. Clarence Peterson, Gettysburg, S. D., are the proprietors of the Gettysburg Hatchery. This year they installed a new special turkey unit to take care of the increasing demand for custom hatching of poults.

Mr. and Mrs. Geo. Fowler, Hoberg, Mo., write: "We have had a late spring down here and crops will be far behind schedule. Just now seeding oats and clovers. Turkeys have done fine and production started early in February. Poults in the brooder houses didn't seem to know it was chilly and damp outside and have done better than normal."

Peter Fox & Co., North American Produce Co., and Swift & Co. all have poultry buying and dressing plants in Watertown, S. D. They are all interested in better quality poultry and are boosting for the production of same.

Bob Newcomb is the owner of the Sunshine State Hatchery of Watertown, S. D. Needless

DORR'S GENUINE RYCKEBOSCH STRAIN

Broad Breast poults, first in Bronze division, reserve grand champion all breeds Iowa State College 1940 poult show. Breeders State tube-tested for pullorum.

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without STONEMO
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P. O. Box 389 Desk J Jacksonville, Fla.

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to say that he is playing a big part in the production of better quality poultry in his locality.

Public Opinion is an up and coming newspaper run by Julius Bacon. Mr. Bacon has been a booster for better poultry and other farm projects. As Mr. Bacon was formerly a resident of Grand Forks, N. D., the Home of the All-American Turkey Show, we know he is interested in turkeys and in the fine turkey show that is held in Watertown every winter. It is not only the poultry exhibited at a show that makes the show, but it's the people behind it.

Elvin Grow, Watertown, S. D., is the secretary of the South Dakota State Show. He has been a member of our club for many years. He also is one of the main cogs in the running of their fine show that we are hearing more about each year.

MRS. W. J. JANDA, Sec'y.

NARRAGANSETT CLUB NOTES

A. C. Payne, President - - Towner, N. Dak.
Mrs. Wm. Eddle, Vice Pres., Northwood, N. D.
Mrs. Ole Nelson, Sec'y-Treas., Kensington, Minn.

I have at hand a letter from E. F. Strong of Oakland, Ore., which should have been included in my club notes for April, but somehow it was overlooked. He states they had a very mild winter in Oregon so the turkeys began laying early. In fact his letter was written Feb. 26, and he had over 100 poults out at that time so they will be pretty good sized turkeys by now. He also sent the following news about some of our other Narragansett breeders of the West:

C. B. Phifer, well known Narragansett breeder of Empire, Calif., had a bad automobile accident last November but has recovered and will raise more of his favorite breed this year.

Thomas Lepak, Palmer, Alaska, has raised Narragansetts for three years near that place,

not far from Anchorage. He imported a new tom this year. It takes nearly three weeks for the trip from Seattle.

Mr. and Mrs. R. R. Gibson, Oregon, who have exhibited for six years in the Pacific Northwest with success, now live near Eugene. One of the flood control projects in the Willamette Valley condemned their farm property. They still have a bare nucleus of their old strain of Narragansetts.

Thanks for your interesting notes, Mr. Strong.

George Gilbertson and Neils Pederson, of Garfield, were over here last Monday. Mr. Gilbertson had the misfortune of losing 25 turkey hens in the big storm we had in March. He had several hundred turkey eggs set so he expects to raise another large flock of Narragansetts.

Our first setting of turkey eggs are just beginning to hatch so tomorrow we will have to get the brooder stove going and get everything ready for the poults. The weather turned real cold today, but hope it will soon warm up again or else it will be hard to keep the brooder house warm.

Here's hoping you will all have the best of luck with your turkeys this year, and don't forget to write to me once in awhile.

MRS. OLE C. NELSON.

HEN DENTISTS

"Dentists to America's Hens" is an appropriate title for the new folder just issued by the Stone Mountain Grit Company, Lithonia, Georgia, who actually produce and ship to poultry and turkey raisers throughout the United States literally billions of hen's teeth every year. Aside from actual photographs showing the contrasting differences between pullets fed on hard, insoluble granite grit and those not so fed, this folder also points out the high average Production awards as well as Livability honors won by hens in our National Egg-Laying Contests which have been raised on Stonemo Granite Grit.

As you glance over this booklet and recognize the names and faces of outstanding poultry and turkey men and women you will be reminded that each of these have won honors for some outstanding achievement in breeding or production. Their endorsements of Stonemo Granite Grite is rather significant. Write for this folder. It is sent free.



Mrs. Ole C. Nelson

GREAT VIGOR FINE TYPE

Wright's Turkey Farm

Aitkin, Minnesota

Vigor in breeding stock means vigor in the offspring and vigorous offspring means the ability to live through the dangers of early poulthood and come through strong and healthy.

WRIGHT'S BRONZE have vigor bred into them because our trapezing program automatically eliminates any bird that does not possess plenty of it. Other important characteristics of WRIGHT'S BRONZE are

BROAD BREASTS BEAUTIFUL COLOR
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You pay no more for our stock than for the common field-run breeding stock, so why not get the most value for your money.

Get Our Prices on Early Eggs and Poults.
We Operate Our Own Hatchery.

NATIONAL BLACK TURKEY CLUB

Mrs. W. T. Hall, President - - Denton, Tex.
W. W. Teelin, Vice-President - Blossvale, N. Y.
Mrs. Pauline Rayner - - Hastings, Mich.
Secretary-Treasurer

To date not quite half the ballots have been returned to me. Won't you please mail these back so we may have the election completed.

The nominating committee named the following on the ballot: president, Mrs. W. T. Hall, Denton, Tex.; vice presidents, Irwin Moore, Waukesha, Wisc., and W. R. Clark, McBaine, Mo.; secretary - treasurer, W. W. Teelin, Blossvale, N. Y., and Mrs. R. S. Shelton, Glen Rose, Texas.

Mr. Teelin writes that their turkeys are laying well this season.

Irwin Moore, Waukesha, Wisc., of the Willow Hollow Turkey Farm, sends \$1 dues and writes that they haven't as many breeders this season as the market was too good last fall. They expect to raise about 1200 this season. He also writes that they showed the first Blacks shown at the Wisconsin State Fair and took Champion pullet over all breeds.

Mrs. R. S. Shelton, of Glen Rose, Texas, writes



Mrs. Rayner

FOWLER'S VALLEY VIEW BRONZE

The Broad-Breasted Standard
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Eggs, Poults, Breeders

We again made sweeping win at recent Texas State Fair, Dallas. Won five out of six firsts; Champion Bronze and Best Bronze Display.

We can supply plenty of well developed, blocky type breeding toms at reasonable prices.

Place orders at once for 1941 eggs from utility or special matings. Any size order given our most careful attention. Discount on quantity orders booked early.

SATISFACTION GUARANTEED

Mr. & Mrs. George C. Fowler
Hoberg Missouri

a very interesting letter: "The Turkeys around here aren't laying quite as well as usual, probably due to so much bad weather. There are more flocks of Blacks being raised here each year and they seem to mature much faster than other breeds under the conditions which they are raised." The Sheltons also raise registered Hereford cattle and keep about 200 breeding sheep.

PAULINE RAYNER, Sec'y.

RAISE YOUR POULTS on Wire Floors



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LAN-TAY MEAT TYPE BROAD-BREADED WHITE HOLLANDS

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Broad breasted, quick maturing Bronze turkeys • Bred for market qualities only • Excelling in egg production and livability of poults • Breeding stock blood tested under state supervision.

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PRIZE WINNING QUALITY EGGS 20c each. Breeding stock.—Mrs. Frank Hemken, Route 1, Webster City, Iowa.



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BROAD BREAST — CROSS MATING AND Native "Baby Beef" Bronze poults. Hatching through June — Closely selected — Blood tested flocks—Write for Prices—Swea City Hatchery, Swea City, Iowa.



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RIDGEHAVEN TURKEY FARM — SPECIAL 800 BROADBREASTED AND REIMAN Bronze.

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LAWN CITY BROAD BREASTED BRONZE for better, more profitable turkeys. Breeders from Hamilton Ryckebosh - Jandebuer stock. Bloodtested. Write for descriptive price circular. Cedar Falls Hatchery, Cedar Falls, Iowa.

FAMOUS NORTHFIELD POULTS. Broad-breasted and Mammoth Bronze. Very special prices with big discounts. Free catalog.—Northfield Turkey Farms, Northfield, Minnesota.

BRONZE TURKEY POULTS FOR SALE. Pure bred baby turkeys postpaid 25c each, hatching eggs 12c each, June 10c each. Satisfaction guaranteed.—Write Box 51, Alderson, W. Va.



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FINEST, BLOODTESTED, VACCINATED, blocky Bronze, Reds, Whites, Blacks and Narragansetts. Toms \$7.50, Hens \$5.00. Poults and Eggs. Also 52 Purebreds and 7 Hybrid chickens. Large Colored Poultry Book Free. — Berry's Farm, Route 11, Clarinda, Iowa.

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BLACKHEAD: 101 POULTRY REMEDY takes risk out of turkey raising. Successfully used for blackhead since 1935. Write for list of satisfied customers, also prices. — S. A. Holmes, Storm Lake, Iowa.

BLACKHEAD SPREADS FROM CAECUM WORMS with raisers who NEVER used "FAUNILIN" TOBACCO FLAKES. Send \$2.00 per 100 lbs. Trial size 25c.—Henry A. Fischel, Inc., 413 North Orlanna, Philadelphia, Pa.

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RHODE ISLAND RED JOURNAL, the popular breed paper among all breeder of those famous Rhode Island Reds. The one nationally read paper that is devoted exclusively to the breed. 1 year 25c; 5 years \$1.00. Rhode Island Red Journal, Box AJ, Waverly, Iowa.

PLYMOUTH ROCK MONTHLY, THE PAPER for all kinds of Plymouth Rocks. This is the Plymouth Rock man's paper. A nationally read paper. Special articles on the breed. 1 year 25c; 5 years \$1.00. Plymouth Rock Monthly, Box AJ, Waverly, Iowa.

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NATIONAL BOURBON RED CLUB NOTES

CECIL LAUGHMAN - - - - President
MRS. H. Y. BUTTON - - - Vice President
MRS. EMMA SNYDER - - - Sec'y-Treasurer
 Perrysburg, Ohio

"Vacations may come and go.

But turkey work goes on forever."

Truer words were never spoken. Yes, Nature has again worked wonders, and with man's careful attention to both small and large details another harvest may be gathered.

Mrs. E. J. Simonson of Mystic, Conn., sent her dues and stated that she hopes to continue the business so well organized by her late husband and friend of the turkey industry. May she be just as successful in her business ventures. She also said that March weather and early April has taken its toll of the "glorious" weather of February.



Mrs. Emma Snyder

Our loyal Canadian friends have sent a personal letter and I take the liberty of quoting a few remarks relative to our industry. Land Brothers of Elmstead, Ontario, write in their letter of April 9: "Our first hatch is now well feathered out and doing nicely. Have over 300 poults hatched in March. Over 800 eggs now in the incubator—a hatch coming off Easter Sunday. We started our poults for the first time in a battery brooder. Our weather here has been wonderful." I wish you other members could see the picture taken by the Windsor Daily Star of their young poults.

This is the busy season, members—but your pen won't write notes alone. Notes were not written for the April issue due to three deaths in the relations, and a very close friend.

MRS. EMMA SNYDER.

**PAYNE'S BROAD-BREASTED
NARRAGANSETTS WIN AGAIN!**

**GRAND CHAMPION
1941 All-American
World's Finest Turkey Show**

Quality again confirmed by winning Champions in both live and dressed divisions; also Best Display in both live and dressed.

Won Master Breeders Award and Reserve Champion in 1939. Trapnested and bred for egg production and meat quality.

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Mr. & Mrs. Albert Payne
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MAGAZINE MART, Dept. TJ

La Grange, Illinois



IT'S THE *Results* THAT COUNT!

Broadway, Virginia
February 22, 1941

Hubbard Milling Company
Ambridge, Pa.

Gentlemen:

I am sure you will be interested in the results we obtained by feeding our turkeys the Hubbard Sunshine way in 1940.

We started our poults on April 1 and sold 2,035 on September 25 that averaged 15½ pounds live weight.

We encountered little difficulty, and we believe that credit for this should go to Hubbard's Sunshine feeds. Our poults grew rapidly and developed uniformly from start to finish, and we observed that the feather development was exceedingly good and natural in color. We believe that the growth of feathers is a reasonably good indication of a well-balanced feed.

We are exceedingly well pleased with the results obtained by feeding the Hubbard Sunshine way, and we are glad to recommend your feeds to anyone in the turkey business.

Yours truly,

Stanley M. Lohr

Stanley M. Lohr

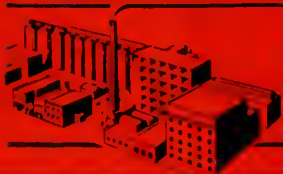


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Turkey raisers everywhere recognize the value of The HUBBARD SUNSHINE Way of feeding for profit. Plan now to find out for yourself why it pays to feed The HUBBARD SUNSHINE Way. A postcard will bring complete information.



Mr. Stanley M. Lohr of Broadway, Virginia, marketed 2,035 turkeys in 1940. Here is a partial view of the flock.



Hubbard Milling Co.

MANKATO, MINN.

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